

PACIFIC SWINGS SPONSORSHIP PACKAGES

2025/26

ABOUT THE PODCAST

INSIDE STORIES FROM BASEBALL'S GLOBAL STAGE

Pacific Swings brings you exclusive interviews and insider stories from players who've crossed the Pacific Ocean.

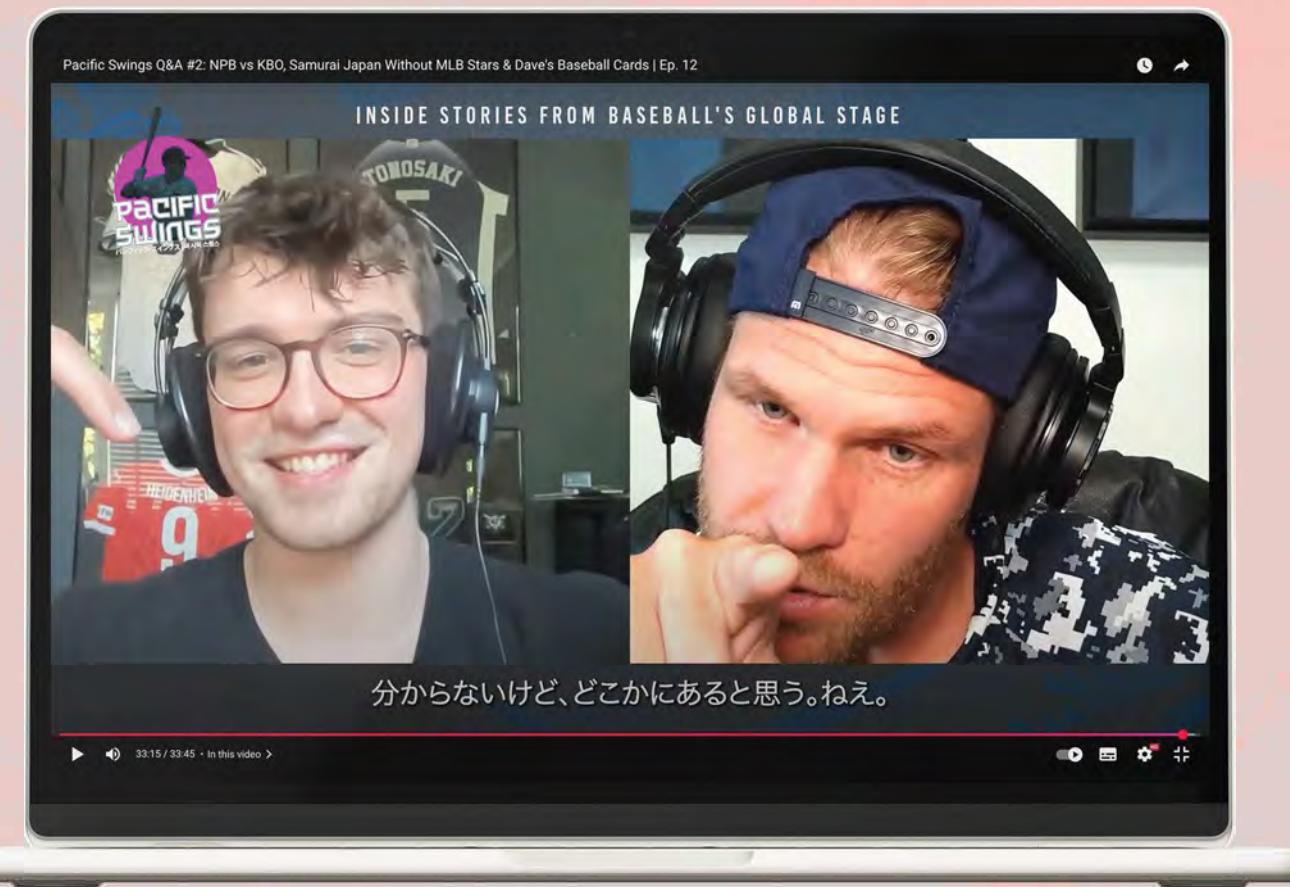
Through exclusive interviews and insider perspectives, the show bridges baseball's two worlds, offering listeners unique insights into the global game, with audiences reaching millions across Japan, South Korea and the United States.

*Two worlds,
one podcast,
countless stories.*

Hosted by:

David MacKinnon (1994) played professional baseball for nearly a decade, competing in Major League Baseball (MLB), Nippon Professional Baseball (NPB), and the Korean Baseball Organization (KBO).

Jasper Spanjaart (1995) is an established journalist and documentary filmmaker specializing in sports and cultural storytelling. His work focuses on the intersection of athletics and international culture.



SPONSORED BY:

JAX



MAIN AUDIENCES

01

JAPAN

02

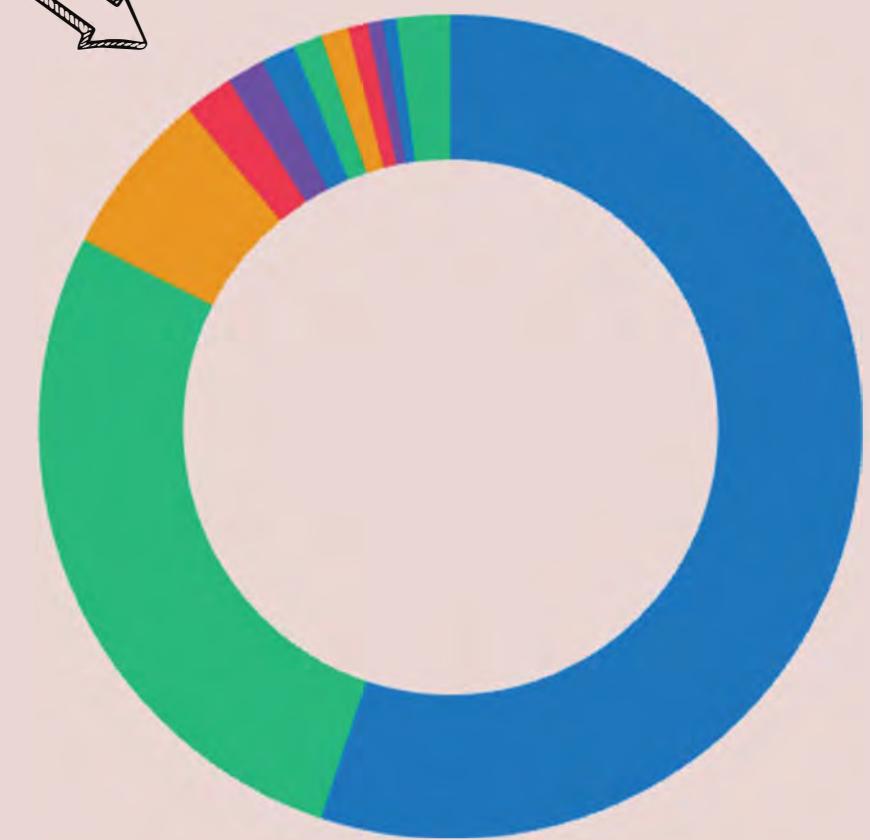
US

03

SOUTH KOREA



PODCAST AUDIENCE



- Japan (55.1%)
- United States of America (27.4%)
- South Korea (6.52%)
- Canada (1.91%)
- United Kingdom (1.52%)
- Germany (1.32%)
- Australia (1.13%)
- Netherlands (1.08%)
- Portugal (0.78%)
- New Zealand (0.59%)
- Singapore (0.54%)
- Other (2.11%)

NUMBERS AND REACH

1 TO 3 MILLION

People reached via Twitter, Instagram and YouTube on a weekly basis, consistently.

3.3 MILLION



Total number of people reached via YouTube (all-time since 19 Jun 2025)

250.000

Total number of views and listeners across YouTube, Spotify and Apple Podcasts (all-time since 19 Jun 2025)



SPONSORSHIP OPTIONS

01

PODCAST INTEGRATION

Custom Podcast Ads

- Price: **\$1,500 per episode OR \$4,000 per month** (4 episodes guaranteed)
- **60-90 second custom ad** read by hosts
- Natural integration into show flow

Recurring Sponsored Segment:

(with custom name: tbd)

- Price: **\$5,000/month** (4 episodes)
- **Weekly 3-5 minute segment**
- Consistent branding opportunity

Full Episode Sponsorship

- Price: **\$2,500 per episode OR \$6,000 per month**
- **Opening/closing mentions**
- **Social media promotion** with sponsor tag on all episode announcements

02

SOCIAL MEDIA

Short-Form Video Integration

- Price: **\$1,400/month**
- Logo placement on **4-6 short videos per month**
- Guaranteed **50-100K reach**
- Cross-platform distribution

Sponsored Segment Videos

- Add-on: **\$1,000/month**
- Weekly segment turned into **short-form content**
- Professional video production included
- Guaranteed weekly focused content

Discount Campaigns

- Price: **\$2,000 per campaign**
- Minimum **10 posts** (across 2 months)
- Custom creative social media ads
- Exclusive discount codes for followers

03

BUNDLE PACKAGES

We're more than happy to discuss any bundles and find a long-term partnership that works for both parties!

